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SENT VIA E MAIL
JANUARY 2, 1996

Mr. D. P. Fitzgerald

SUBJECT: 1996 DORAL TRADE DIRECT MARKETING PROGRAMS

Dear Don:

Per your letter of December 11th, relative to the 1996 Doral Trade Direct Marketing Programs, please be advised that I am currently targeting 3 Convenience outlets for this program as listed below:

Wilson Farms	90 Stores
Sugar Creek Stores	88 Stores
Stewarts	252 Stores

We have made the initial contact with these chains and will be working through the questions they have and will communicate directly with K. Wadia and his group. At this time, I do not plan on using the Mega Outlet Postcard Mailing.

Sincerely,

ROGER

R. C. Farmer

cc: Sharon Peterson
Bruce Cook
R. M. Duszynski

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